

Trudy Rankin ([00:06](#)):

Welcome to the Online Business launch podcast. We're gonna be helping guide you step-by-step through the process of growing your business online. And we're going to be giving you tips and techniques that are going to help you break through the barriers that can stop you making progress in your business.

Trudy Rankin ([00:23](#)):

Hey everyone. It's Trudy here and welcome to my Online Business Launchpad podcast. In Episode One I talked to you about my transition from being a senior manager in a corporate, and moving and changing into a small business owner. Well, what I didn't really talk about too much was the fact that six months down the track I was floundering. I thought I had it all worked out. I knew exactly what I was gonna do, who I was gonna serve. But six months down the track, and I realized I didn't really have a clue at all. And my biggest problem was, it was that because I had so many different things that I could do to help people and so many different interests, I thought that I could help everyone. And as I said before, in the first episode, that actually wasn't the case. Because one of the sayings that they have is, is that, "If you serve everyone, you serve no one." And it's really, really true. All I did by trying to serve everyone was confuse myself and all my customers.

Trudy Rankin ([01:22](#)):

And it got to the point where I was so confused that I was starting to wonder whether I should go look for a job. I didn't talk about it very much because to me, that would have been, just, I just couldn't go there just yet. But my husband was openly asking me the question going, "Why don't you just get a job?" And I'm going, "No. I don't want to get a job. I want to be able to prove that I can make this work." And it was at that stage that I realized something. And that was, when you try something new, there's a difference between failures and failing. And I heard a great quote today in a podcast that I was listening to. Pat Flynn was talking to Michael Hyatt. And if you don't know who Pat Flynn is, Pat Flynn is one of the gurus of online business. And Michael Hyatt is as well. And they were talking together in a podcast. And they were just talking about the difference between failures and failing. And they basically said that failures are when you try something and it didn't work. But failing is when you give up.

Trudy Rankin ([02:26](#)):

And I decided I wasn't going to give up and I decided I was going to keep trying. And I'm so glad that I did. So why was I struggling? You would think that you would be able to make the leap from corporate to small business owner. But the reason I was struggling was because of the roles that I had had. In every role that I had had, I had had a team and I had people I could go and talk to. I could ask them questions. I could get them to do pieces of work for me. I didn't have a team. I didn't have an EA or a PA. So nobody to do the scheduling for me. There were no corporate systems that I could use to be able to store my files or to be able to schedule things. So I had to start from scratch with that. And there was no HR team to help me. I was it. When it came to HR, it was just me.

Trudy Rankin ([03:18](#)):

And so, everything, all of those things was all on me to do all of those things, Figure out how to make it work. Get them set up and start using them. And then problem solve when things didn't work. And the really interesting thing for me was, was that I thought I knew tons about digital technology, and I really did. But I knew a lot about digital technology for large organizations, not for small businesses. So what I discovered was, is that it's a completely different situation for small businesses than it is for big

organizations in terms of the type of software you need, the type of digital technology you need, and you cannot mix up the two because the software that you might use for a big organization's too expensive. You can't afford it for a small business, nor do you have the ability to sort of learn what you need to learn to set up that system and make it work just for one person is just silly. It just wasn't the goer.

Trudy Rankin ([04:10](#)):

Fortunately, I was able to finally put everything together and make it work and had set up a successful business. And I want to talk to you a little bit about how I went about doing that. And I think that what I have to say is gonna be useful for you, whether you have gone from being somebody in from a corporation to becoming a small business owner, or if you're a coach or a consultant, or somebody with a small bricks and mortar business, an expert, or a solopreneur, or a service provider. And you're trying to make the shift online in these days of the COVID-19 lockdown. And I had three areas of focus. Actually, there were really four areas of focus. But the first thing I had to deal with was myself and my mindset.

Trudy Rankin ([04:55](#)):

I actually had to learn to adjust my thinking so that I could focus on learning instead of regretting what I had lost when I left corporate in terms of all of those new things I was gonna have to learn. The second thing I had to focus on was finding a place or people who could help me learn the things that I needed to learn. So I had to find good mentors and teachers who could help me pick up the skills I needed in order to be successful at my small business. And to spend the time learning the things that they had to teach me. So being willing to listen to them for starters, to be willing to try things, to be willing to make mistakes, to be willing to fail. Those were all part of finding good mentors and teachers. And to be honest, I wish that I had actually paid the money at that stage and gotten a coach who could have helped me shortcut a lot of the mistakes that I had made, and sped up the learning process.

Trudy Rankin ([05:57](#)):

And the last thing that I had to do was, I had to find my tribe. And what do I mean by find my tribe? I actually had to find people who were trying to do the same thing that I was trying to do, and who were either at the same level that I was at, or a little bit ahead so that we could share our experiences and we could help and support each other on the journey of learning to set up a successful business. And that was actually incredibly important. I actually ended up eventually joining a mastermind. And it's been one of the things that's kept me sane over all these years of running my own business. And I've appreciated the people in that mastermind so much. We've been able to help each other and support each other.

Trudy Rankin ([06:38](#)):

So just to summarize, you know, the areas of focus, the places where I had to pay attention and put my time and energy really had all to do with adapting a lar- a learning mindset and being willing to set aside everything I thought I knew and put my ego aside and be willing to learn new things. And to be seen as a beginner and not somebody who was experienced at a lot of things, and like I said, I had to put my ego aside. It wasn't that easy to do, not that I think I've got a big ego, but still. You like to have self-confidence and you like to be seen as being somebody who knows what they're doing. I had to put that aside. And it's a good thing that I did because I've been so grateful at all of the things that I've learnt. And as well as being able to share what I know with other people who are learning at the same time.

Trudy Rankin ([07:25](#)):

So next, I want to share with you 10 things that I had to learn and where I actually found some help in learning that. So I want to start with the fact that I didn't have an EA or a PA. I didn't have anybody to schedule my appointments or set up my calendar. So I had to learn how to find the right scheduling software. I had to learn how to set up the calendaring software. And I had to learn how to use it and integrate it into the other pieces of software that I was using so that people could set up a time to talk with me. And we could do it in a slightly more automated way so that we could save time when we were doing it. And I used things like Doodle to try and set up appointments where you've got multiple numbers of people who are wanting to be in the meeting, but instead of doing a back and forth, and back and forth, and back and forth, and finally finding a time everybody can use. I learned how to use the software that let people choose when they could be available for a meeting, and then you go ahead and set the meeting up.

Trudy Rankin ([08:25](#)):

So Doodle, as a piece of software was something that saved a lot of time. I had to learn to setup my own email accounts and learn how to use things like Google Suite. And fortunately, those things, there's lots and lots of places on the internet that you can use to learn how to do those things. Google Suite's got training modules that you can use. It's got lots of good advice, and their help and support areas are really good to help you learn how to do those things.

Trudy Rankin ([08:50](#)):

The second thing that I had to figure out how to do was my own tech support. Now, I do have a little bit of a tech-minded part of me that enjoys the challenge of trying to figure all of this stuff out, but there's a part of me, and a big part of me that gets really, really frustrated really quickly when things don't work the way they're supposed to first time. So I had to learn how to integrate a lot of the backend tech stuff. And I had to learn to use pieces of software like Zapier, which allows you to pass instructions in behind the scenes in an automated fashion between pieces of software. And I learned how to do that through one of the courses that I, that I was taking, which I'll tell you a little bit more about later. But also through the help and training modules that Zapier has available. Plus blog posts and how-to videos.

Trudy Rankin ([09:41](#)):

The third thing that I had to do was, I had to do my own HR processes. What does that mean? It means I had to learn how to write job descriptions. Now fortunately for me, I already had some experience in doing that because as a senior manager, you kind of have to do that sort of thing. And know how to do that sort of thing. But usually I had people who could help me, I would give them a, a draft of the job description and they would go and finish it off. Now I had to finish it off myself. So I had to learn how to write complete job descriptions. I had to learn how to write job ads. I had to do all of the bits. I would have to do the interview processes, write it up, have to learn how to do the contracts, write up the contracts. And so, where I went for help with that is, is I went to and looked up blog posts on, on those different areas. And I found as many free templates as I could that would let me very quickly and easily set these things up.

Trudy Rankin ([10:36](#)):

And I did actually find some paid ones. I did actually spend a little bit of money on a template for contracts. So I wanted to make sure that I had covered off the legal aspects of the contract in an appropriate way, especially for Australia. And so I did find a portal, a legal crowd that had a portal where

you could say what kind of contract you needed, and you would pay a fee for a, you would download that one template and you could reuse that template as many times as you wanted. I can't remember the name off the top of my head but I will find it and I will put the name of that business in the show notes so that if you are someone who's looking for some help with legal contracts and you don't want to pay an arm and a leg and, or, you know, how to ransom your first born, then you can actually just go and buy one of their templates. I found it quite useful.

Trudy Rankin ([11:25](#)):

The fourth thing that I had to learn how to do was develop my own website. And at first I thought, "This is gonna be fun. This is gonna be easy." But I really, very quickly figured out and learnt that I was, as I said before in episode one, I'm good at the backend side of things, I'm not so good at writing content. Or at that stage, I wasn't that good at writing content that would engage people. My mind tends to work in terms of more the technical feature aspects. And when you write content that converts, you need to be able to talk about benefits. Well I hadn't even learnt the difference between those two things at that stage.

Trudy Rankin ([12:00](#)):

So what I did, is I started out by playing around with some of the, the online web development platforms that are there, and I eventually settled on Wix for my main website. And I stuck with Wix for a while. And then I finally got to the place where I said, "Look. I really need to bite the bullet. I need to have more flexibility with this tool that I have to be able to develop my website, because by then I had more than one website. And so I actually ended up moving to WordPress. And I wish I had made the decision to use WordPress in the very beginning because taking the easy way out at the beginning caused me a lot of pain later.

Trudy Rankin ([12:39](#)):

So how did I learn how to use WordPress to build a website? I used, basically used YouTube tutorials and also there's a WordPress website for the whole WordPress platform that has tutorials in it that you can use to learn how to do that. Now all of these training things are free. And that's what you need when you're first starting out and you don't have a lot of money to pay for training. So it's good to be able to have free training where it's possible, but make sure you spend the money where you really do need to spend the money.

Trudy Rankin ([13:08](#)):

The fifth thing that I had to learn how to do was set up an email list. Now I'm gonna do a future podcast where we talk about why all of these things are important and necessary, but for right now, I just want to explain what it is that I had to learn. And email lists are really important because you need to collect the names and contact details of people who have expressed an interest in what you have to offer and what you can provide and the value you can give to them. So in order to learn how to set those up, and also to decide which one to buy, that was also a big challenge. How do you decide which one to buy when you really don't know how this whole marketing process works?

Trudy Rankin ([13:43](#)):

So I read a lot of blogs, and then I looked at what was available. I looked at the pricing. I looked at the potential for growth as the list builds. And I finally decided that although Mailchimp has got a free account that you can setup for free, and it's forever free. The functionality that it had was just a little bit

too limited for what I wanted to do. So I eventually ended up going with Aweber. And Aweber actually has a lot of training in the area where it teaches you how to use its functionality really well. And so I relied on that to learn how to use it, how to set things up. And I'll put links to all of these things in the show notes so that you can go and have a look as well. But I did find that Aweber has been very effective in what I needed to do in terms of email lists, right up until about this year and, and now I'm getting ready to shift across to something called ActiveCampaign because my email list has grown to the extent that it, I really need something that's got a little bit more functionality, but Aweber's been great for that between period when you're starting from scratch and you're building your way up to a certain point.

Trudy Rankin ([14:48](#)):

The sixth thing that I had to learn about was social media. All the different social media channels, what they're for, who uses them, what you can do on them and what you can't, how to set them up, how to communicate well on each of those social media channels. And once again, I ended up looking and reading a lot of blogs and watching a lot of YouTube videos, and actually looking at a lot of training that's available on each of the platforms. So Facebook actually has quite an extensive series of training modules that you can use to figure out how to use it. I also use Buffer as a way of automating posting onto all of the social media platforms. And so I had to use trial and error to use, to learn how to use that. But it's quite effective, that works okay.

Trudy Rankin ([15:33](#)):

LinkedIn, which is one of our other channels that we use. I basically had to use trial and error with it. And my understanding of how to use it has changed over time and gotten more sophisticated. And I finally ran across a training from a lady called Karen Yankovich just this last year, that I found extremely useful. And I'll put a link up to her program in the show notes as well. It helped me shift my thinking to change from thinking about LinkedIn as a place to have an online CV, to a place where it talks about the value add, or the benefits that I can bring to people that would like to work with me. And it's just a completely different mindset about how you might use LinkedIn. So I highly recommend, whether it's her program or some other program, thinking about LinkedIn in a slightly different way than you might have in the past.

Trudy Rankin ([16:20](#)):

And then, for the seventh thing, is that I had to learn how to drive traffic to my website. I had to learn how to make sure people knew that I existed and that my website was there and that there was things of value for them if they went to the website. And that meant that I had to learn about funnels. Something called funnels. Now I am, as I said, I'm gonna do another podcast episode all about funnels and what funnels are. But in a very short summary, if you think about a funnel, an online funnel is simply a way, or a process that you use to help people find you online, basically. And move them from not knowing anything about you, all the way through to them being deep fans of what you have to offer.

Trudy Rankin ([17:08](#)):

And the, the way that I learned about funnels and what that meant in terms of helping people find my website and online marketing and things like that, is I actually took a course from a guy called Ryan Levesque. Now, Ryan Levesque is one of the prominent digital marketers and he's probably the most, I guess, famous or well know for writing a book called, 'Ask.' That book basically just says, "In order to know what products and services to provide, you really need to be talking to your customers and doing the deep research to understand what problems they're dealing with and then ask them what they

would like from you to help solve those problems." And because it seems so self-evident and obvious that that's what we should be doing, most people don't do it that way. And so I did his 'Ask Method Masterclass' and learned all about funnels, and how to ask questions, and how to set up automated processors for people to tell you about the problems that they're struggling with. And I really really enjoyed, I was challenged by his program, his masterclass. And I really value the learning that I got from it. I found it really, really, really useful.

Trudy Rankin ([18:17](#)):

And there was a couple of other places that I found helpful in learning all about funnels. I discovered a piece of software called Funnel Mappy, which Josh Koerpel's the owner of Funnel Mappy. And I've, I've done a, a future podcast episode with him already, it's just we're getting it ready to, to post up and just talked to him about how he went about developing Funnel Mappy. But in a nutshell, Funnel Mappy is a really simple way of drawing, or creating a visual representation of your funnel, which then makes it so much easier to work out what you need to do to get your funnel set up.

Trudy Rankin ([18:50](#)):

And the third place where I learned about funnels was from a guy named Nik Thakorlal and I've also done some interviews with Nick, and his episodes are coming up. And he has a, a piece of software called LeadsHook, which is all about generating leads for your business. And he's got so much training available for people who have signed up to his software, that I just learned truckloads from him. Plus he has a, an email sequence that's quite lengthy and extensive that goes way above and beyond what it is to generate leads through LeadsHook. He just basically takes all of his huge numbers of years of experience in online marketing and puts it down on, into emails that you get on a regular basis that help you understand the intricacies of doing online marketing in a lot better way.

Trudy Rankin ([19:37](#)):

So I've learned so much from those people about how to do funnels and, and how to market those. But I still struggled with one thing. And this is point number eight. I really struggled with how to sell without being slimy and salesy. And I'm gonna talk a lot more about that in a future podcast episode, but what I did, when I finally realized that my mindset was actually costing me customers. Some customers ended up not buying because I didn't know how to do the process very well. And my mental attitude was coming across that I felt embarrassed about the whole sales process.

Trudy Rankin ([20:19](#)):

I actually went out and found a course that I could do that helped me with the way I think about sales and actually made me practice my sales technique so that I could get to the point where it wasn't slimy. It felt good to me. It felt like I was trading value for the, value that people wanted to give back, which was usually money. That was the preferred mechanism for value swapping. And it was just a lady names Kath Clarke who helped me with her course, which she still runs that sales course as far as I'm aware. So I'll pop a, I'll pop a link up to her website in the show notes as well. But it really helped make a big difference in my ability to get out there and confidentially talk about what I had to offer. And to be able to confidentially talk about how much it was gonna cost people and not feel bad about asking people for money.

Trudy Rankin ([21:09](#)):

The ninth thing I had to learn how to do, was that I had to learn how to do all my own bookkeeping and financial reports. Now I knew how to read financial reports and I knew how to construct some bits of it, but I never really had to create the whole thing myself before. And the bookkeeping, in terms of the bookkeeping, I didn't, hadn't had to do the bookkeeping side of things before, besides just making sure that whenever I incurred costs, you know, the finance team knew what they were for so they could allocate it to the right account. So I had to learn how to do all of those things. And I have to confess, that's still not my favorite thing to do, but I went through and I used Xero as my financial accounting software. I really like it. It is actually easy to learn how to use. It's very useful and it's allowed me to grow. I haven't had to go from something that's, I guess, closer to free, and then switch to something that was bigger. I've been able to go with Xero from the very beginning.

Trudy Rankin ([22:07](#)):

And so I used their training modules to be able to learn how to use their software and I, I asked my accountant tons, and tons, and tons of questions to make sure that I was doing it right. That I was doing it correctly. That I was setting things up properly so I wouldn't shoot myself in the foot later and make mistakes that would hurt me financially later on. And I, I did end up making plenty of financial mistakes, but not from a bookkeeping perspective, and not from a financial reporting perspective. I was able, fortunately, from the training that Xero provides and from my accountant's , support, I was able to do that all right.

Trudy Rankin ([22:43](#)):

And, you know, the thing was is, is that there was so many things that I had to learn that I just sometimes, I just felt overwhelmed by it all. And even when I didn't feel overwhelmed, I felt like I was always on the back-foot because every time I wanted to do something, it would take twice as long because I'd have to learn at least one, if not more new skills in order to complete the work. And I felt like I was drinking from a fire hose.

Trudy Rankin ([23:10](#)):

So the 10th thing that I had to learn how to do was to deal with my own impatience. And that wasn't as easy as it sounds. And the reason why it's not as easy it sounds is, is that I think everyone has this nasty, negative voice in their head that's always telling them that they could've done it better, or they're not good enough, or why didn't you do it that way, you know, who do you think you are? You're such an idiot. Now I'm not saying everybody has that, but I think occasionally, especially if we're small business owners, we often judge ourselves really, really, really harshly. And we judge ourselves more harshly than we would ever judge anybody else.

Trudy Rankin ([23:53](#)):

One of my friends who's part of a mastermind, this mastermind that helped keep me sane during this whole journey. She calls these voices in your head 'itty, bitty, shitty committee.' And ever since I heard that, it's made me laugh. I just thought it was so appropriate and so funny because that itty, bitty, shitty committee is actually stopping us from doing the things that we need to do to be able to move forward in our business. And it, those voices hide and make us forget the powers that we have, the experience that we have, the skills that we have and how much we can help people, because those voices are so busy talking us down and trying to, to basically just be negative and critical. So I had to learn how to be kind to myself. I had to stop beating myself up for not being able to provide the services that I wanted to because I was still learning. I had to slow down and give myself time to learn.

Trudy Rankin ([24:53](#)):

And I had to give myself permission to do the 10,000 hours of learning that you have to do to achieve mastery over any type of skill. When I was in corporate we always used to say, you know, "Somebody has to be in their job for two years before they're actually any good at it." You can always bring existing skills to a job, but it takes a truckload of time to learn the ins and outs of the organization, the culture, the internal politics. Everything that's related to being effective inside a particular place, time, way of thinking and working. And so I had to give myself time to be able to learn how online marketing works. I had to give myself time to figure out how to adjust my skills, which that were still there. But I had to bring them into a new environment. And I had to give myself time to learn how to do that. And, and giving myself the permission to do that was a really, really important part of that.

Trudy Rankin ([25:55](#)):

And where did I go to find all that? Well, I listened to a truckload of podcasts. I listened to a lot of podcasts. There's one, uh, James Wedmore, Mind Your Business podcast. It talks a lot about mindset. And I just read a lot of blog posts. And I read a few books about mindset and how to manage that so that you can hone your skills, hone your thinking, and become very, very good at focusing on what you're good at, what the positives are, and focusing on what you can do, not what you just made a mistake about. So just to sum things up, I think it's really, really important that, if you're where I was when I started my business, it's so, you have to give yourself time to learn and master things. And you have to give yourself time to go out and research, and find out what's there out on the internet.

Trudy Rankin ([26:52](#)):

There's so much good, free stuff out there that's useful for people who are just starting out. Who are wanting to master new skills. And whether you are starting a business or whether you are wanting to move your business online, you're going to have to learn a lot of new things. And so, giving yourself permission to take the time to do that without beating yourself up about it, is really, really important. So that's what I had to say today. I hope that's been useful. You know, go out there and enjoy the time that you spend learning new things. It's been a lot of fun. I've really, really loved it. It's, I do enjoy learning new things. And learning how to apply what I've learnt to my business and making, seeing it make a difference on a weekly, daily, monthly, yearly basis has been really rewarding and fulfilling. So I highly recommend that you adopt a learning mindset and go out there and learn new things and celebrate the new things that you've learnt. Catcha later.

Trudy Rankin ([27:55](#)):

Hey. Thanks for listening to the Online Business Launchpad podcast. If you'd like to keep on getting tips and techniques and more things from me, uh, that you can use to help grow your business, please sign up to my email list at westislanddigital.com. That's westislanddigital.com, all one word. And subscribe to the podcast. Catcha later.